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1945? 62.09

presenting **the Elite**

of the plant world » » »

COOLIDGE

Rare Plant Gardens

889 North Foothill Blvd.

Pasadena - - California

Telephone SYcamore 4-1121

“are you interested in rare and lovely plants?”

Garden aristocrats from all the far corners of the earth—China, Japan, India, Australia, from the towering Himalayas and from the tropical forests of South America? Then visit the Coolidge Gardens and make acquaintance with its treasures.

The Arnold Arboretum (of the Harvard University) is the Mecca of plant lovers residing in and visiting our Eastern States. Nowhere on the Pacific Coast can be found a more noteworthy collection of rare and unusual plants as are to be seen at the Coolidge Gardens. They are continually importing new material, so that even the veteran plant explorer is assured a new surprise at each visit. Our Southern California Clubs use it as a Botanic Garden and regularly use a space specially provided, amidst very charming surroundings, in the Oriental Garden for their meetings and lectures. An experienced and courteous staff is always willing to furnish information. The casual visitor is assured of just as warm a welcome as the prospective purchaser—a love and appreciation of the beautiful in plant life being the only necessary passport to the Gardens.

D. W. Coolidge did not establish these Gardens entirely in the spirit of commercialism, but rather from his deep love of plants and his desire to share his enjoyment of them with others similarly minded. Through his collecting, experimenting with, and disseminating of new and choice material, he was nationally recognized as one of our leading plant authorities.

An extraordinary range of plants is congenial to Southern California and grows here with joyous exuberance all the year round. Gardens such

as those of the Pharaohs in ancient Egypt or of the Caliph of Bagdad, gardens of Italy, gardens of the Riviera, gardens of old Spain, fit wonderfully into our California landscape and climate. We can have pergolas hung with the flaming Bignonias all winter, and fragrant with the lavender beauty of Wistaria from early Spring. Bougainvilleas drape tall trees in riotous abandon, spreading their royal robes against the summer sky. Japanese Azaleas weave rugs of dream-like loveliness beneath our wide spreading trees. The Coolidge Gardens have proved, through ten years of experience, that the Japanese Kurume Azaleas can be grown very successfully in Southern California under proper cultural conditions.

The joys of gardening will increase an hundredfold with a more intimate knowledge of the beautiful and worthwhile in plant life.

Visit the Coolidge Rare Plant Gardens and be convinced."

Specializing in:

AZALEAS—Kurume—over 100 exquisite shades and types.

CAMELLIAS—Over 85 varieties, including selections from internationally famous collections—such as brilliant Fiery, the rare and beautiful Amabilis, the two-toned Valvareda, the exquisite Alba Plena Fimbriata, Kumasaka, Elena Nobile, Chas. Sergeant, Le Verne Red and numerous other unusual varieties.

EPIPHYLLUM—Numerous new and rare varieties rivalling the orchids in magnificance of coloring—displayed in our "Jeweled Corridor" April—May.

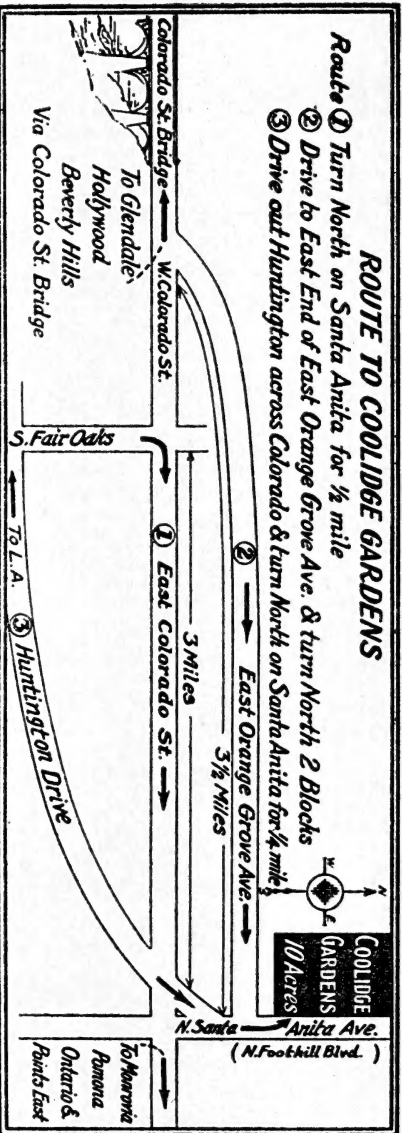
HIBISCUS—Many recent introductions from Hawaii and the Isles of the South Seas, such as Aloha, Coral Reefs, Flaming Dawn, Singing Surf, Hula and many others.

ROUTE TO COOLIDGE GARDENS

Route ① Turn North on Santa Anita for $\frac{1}{2}$ mile

② Drive to East End of East Orange Grove Ave. & turn North 2 Blocks

③ Drive out Huntington across Colorado & turn North on Santa Anita for $\frac{1}{4}$ mile



You will enjoy a morning or afternoon drive to beautiful Pasadena, with its many points of scenic and cultural interest. Only 30 to 40 minutes from downtown Los Angeles, Hollywood and Beverly Hills.